

Message Text

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TAGS: BEXP, SA

SUBJECT: VISIT OF FRENCH FLOATING TRADE EXHIBIT

1. THE FRENCH MINISTRY OF FOREIGN TRADE ORGANIZED A "FLOATING FAIR" ABOARD A SHIP, "ILE DE BEAUTE," WHICH IS CURRENTLY TOURING VARIOUS ARAB COUNTRIES IN AN EFFORT TO PROMOTE FRENCH PRODUCTS AND TECHNOLOGY. THE SHIP VISITED JIDDA FEBRUARY 4 AND 5. EMBOFF VISITED EXHIBIT TO ASSESS EFFECTIVENESS OF THIS COMMERCIAL EXHIBITION. WITHOUT DOUBT THE EXHIBIT LEFT STRONG IMPRESSION THAT IT WAS MOST EFFECTIVE AND WOULD BE COMMERCIALY SUCCESSFUL.

2. ACCORDING TO SAUDI COURCES, JIDDA BUSINESS COMMUNITY WAS IMPRESSED BY EXHIBIT AND GALA RECEPTION ON THURSDAY, FEBRUARY 5 SHOWED THAT FRENCH HAD TOUCHED RESPONSIVE SECTOR OF SAUDI OFFICIAL AND PRIVATE COMMUNITY.

3. WITH A HORIZONTAL TYPE SHOW THE PRODUCT LINE RANGED FROM INDUSTRIAL WORKSHOPS TO SOPHISTICATED MILITARY/ AEROSPACE HARDWARE. ALSO INCLUDED WERE DISPLAYS ON PREFAB CONSTRUCTION WHICH WERE BEING TOUTED AS "IDEALLY SUITED" (SIC) FOR THE MIDDLE EAST CLIMATE. PROMINENT INDIVIDUALS FROM SAUDI GOVERNMENT AND PRIVATE SECTORS WERE FETED ABOARD SHIP. FRENCH COMMERCIAL SECTION IN JIDDA EXERTED MAJOR EFFORT TO ATTRACT INFLUENTIAL SAUDI BUSINESSMEN TO EXHIBIT. SEVERAL OF THE LARGER COMMERCIAL PRINCES WERE BROUGHT BY CHAUFFEUR-DRIVEN AUTOMOBILE TO VIEW THIS DISPLAY. ONCE ABOARD, SELECTED BUSINESSMEN

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AND GOVERNMENT OFFICIALS WERE ESCORTED THROUGH SHIP AND

GIVEN HAUTE CUISINE MEAL. KEY PERSONS WERE ALSO VIDEOTAPED FOR FUTURE COMMERCIAL EXPLOITATION IN FRANCH AND OTHER ARAB COUNTRIES.

4. LISTED BELOW IS A SAMPLING OF COMPANIES REPRESENTED ABOARD THE EXHIBIT SHIP:

COMPANY	PRODUCT/SERVICE OFFERED
AIR FRANCE	AIRCRAFT, CARGO EQUIPMENT
DUNLOP	TIRES, TIRE-MAKING EQUIPMENT
TRAILOR, SIC	TRAILERS, FREIGHT CONTAINERS
AMAN	MOBILE/EMERGENCY GENERATORS (7 TO 500 KV)
SHENDON-COMASEC	CONSTRUCTION/INDUSTRIAL WORK- CLOTHES/EQUIPMENT
MULHOUSE	INDUSTRIAL GLASSES
AUSTRASIA	INDUSTRIAL WORKSHOES
CHAUVIN ARNOUX	ELECTRIC EQUIPMENT -- VOLT METERS TO SYNOPTIC WIND STATION
ETS GASTON DUFOUR	LATCHES, DRILLS, BITS
DIAGER	HAND DRILLS, BITS
SAVIEM	TRUCKS, BUSES
CARRCER	SECURITY TYPE VANS AND BUSES
T.R.T.	TRAFFIC CONTROL EQUIPMENT
MATRA	AUDIO/VISUAL EQUIPMENT
HONEYWELL BULL	COMPUTER TECHNOLOGY
CSEE	ELECTRICAL EQUIPMENT
TECIMAR	SHALLOW WATER PATROL CRAFT
GEM HERSENT	DELONG DOCKS AND OTHER TYPES OF PIERS
SOFREPOST	CONSULTING SERVICES

5. FYI BROCHURES OF COMPANIES LISTED BEING POUCHED WASHINGTON FOR DEPARTMENT AND USDOC.

6. EMBASSY IMPRESSED BY VARIETY OF PRODUCTS DISPLAYED AND COMPANIES REPRESENTED. USDOC MIGHT CONSIDER EMULATING THIS EFFORT FOR TOUR OF MEDITERRANEAN AND ARAB COUNTRIES, UNCLASSIFIED

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BUT NOT UNLESS IT IS DONE ON A GRANDER SCALE.
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